



Ensure Accountability, Publicizing QRIS Ratings, and QRIS Communication

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Outreach: What the RFA Says...

- A plan to disseminate information to parents and the public about quality, including site-specific tiered ratings and participation in Continuous Quality Improvement (CQI) activities
- A plan to increase family and public awareness of the characteristics of quality early learning programs, the impact of quality on improved outcomes for children, and the role of families in early learning

Why Outreach is Essential

- Recruit providers to participate and adopt the value of continuous quality improvement.
- Increase parent understanding and demand for QRIS-rated programs.
- Demonstrate to policymakers and elected officials that the system is improving quality and children's readiness for success in kindergarten.

Elements of an Effective Strategy

- Clear objectives
- Key audiences to reach and identify individuals that can reach and mobilize them
- Key messages
- Communications and outreach vehicles that are available to reach various audiences

Branding is Key

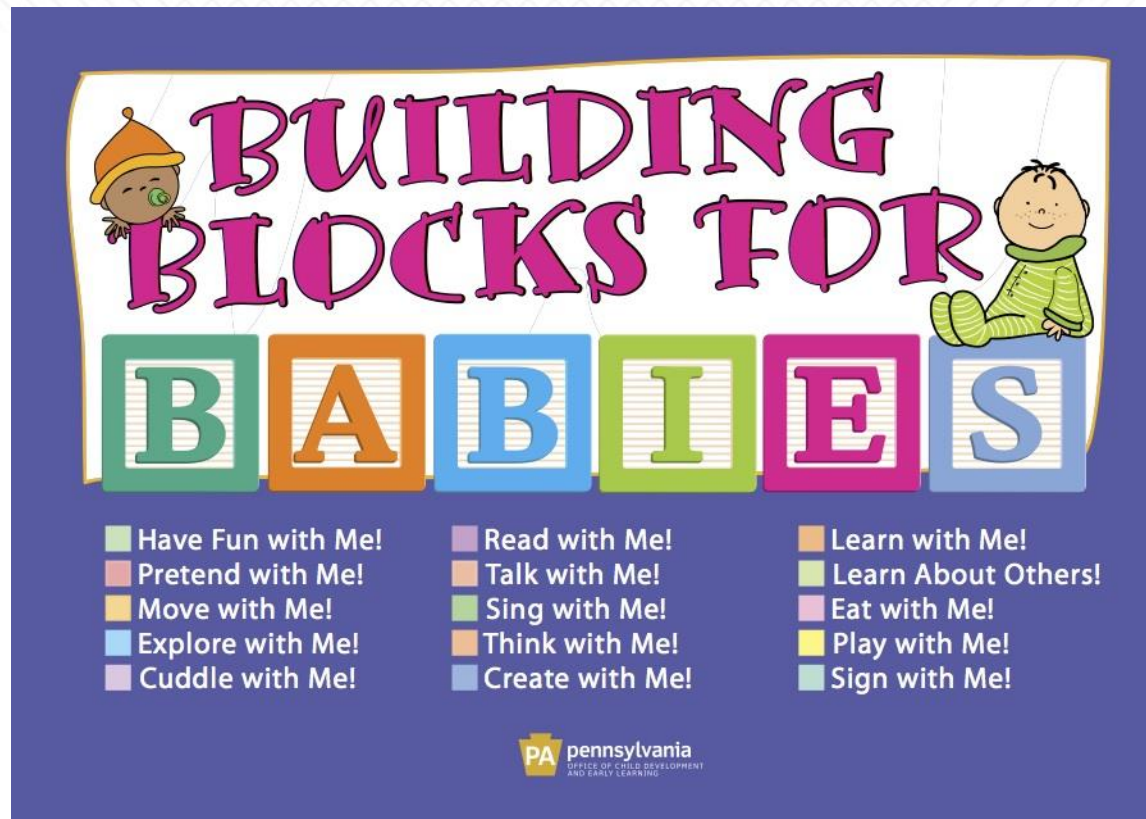
Massachusetts: Partners required by contract to include logos and outreach language on their communications materials

Minnesota: Parent Aware customizable ads:
<http://www.pasrmn.org/work/ads>

Maine's Logo Connotes QI Progress



Pennsylvania: Activity Cards for Parents



Minnesota's Marketing Kits





What difference does quality make?

- Better parent-child relationships
- Greater thinking skills
- Better attention skills
- Enhanced academic performance
- Better relationships with peers



Outreach and Communications (Publicizing Quality and Ratings)

Are counties required to make ratings publicly available?

- Yes, for Step 3 sites, counties must make tiered ratings publicly available by FY 2016-17 (Race to the Top – Early Learning Challenge counties and 7 CA State Preschool Program QRIS Block Grant Priority 1B Lead Agencies) and by FY 2017-18 for all other counties.

Is there a required format for ratings?

- This is a local decision. Counties may consider using tiered levels, stars, or a descriptive label format.

How should ratings be messaged?

- This is a local decision. Counties may opt to use the state template (in development) to describe QRIS objectives and what it means to be a participating program as a complement to the local ratings communication format.

County Examples

First 5 San Joaquin and First 5 El Dorado



Ensure Accountability

Rating, Monitoring, and Evaluating the Impacts on Child Outcomes



Ensure Accountability: What the RFA Says...

...describe its processes for monitoring improvement of participating sites and collecting common data fields relevant to the Implementation Step.

...describe the local or regional data system it will use to track progress on outcomes and benchmarks, as well as their process to regularly review and use data to guide continuous improvement and inform planning, policy, practice, and operation.

Ensure Accountability

QRIS Data Systems: Why?

- **Improve Program Quality:** Ongoing feedback helps take effective practices to scale.
- **Improve ECE Workforce Quality:** Information on workforce supply and demand, Professional Development systems, and QI investments to help drive decision-making.
- **Map Access to High-Quality Programs:** Where are high-quality programs, who's using them, and how well are vulnerable kids being served?
- **Improve Child Outcomes:** Good data helps leaders adjust curricula, learning experiences, and family engagement efforts.

Ensure Accountability

Pennsylvania's PELICAN

- Links children, teacher, and program data across Office of Child Development and Early Learning programs
- Licensing, subsidy, Pre-K Counts, Keystone Standards, Training, Assistance, Resources, and Support (STARS) QRIS, Early Intervention
- Child demographics, assessments, and outcomes



Ensure Accountability

Data System Resources

- 10 Fundamentals of Coordinated ECE Data Systems – Early Childhood Data Collaborative (ECDC) – www.ecedata.org
- See Office of Planning, Research, and Evaluation (OPRE) Child Trends-Mathematica Report [Best Practices in Ensuring Data Quality in Quality Rating and Improvement Systems \(QRIS\)](#)

Ensure Accountability: Rating and Monitoring

- The **Implementation Guide** describes common methodology for rating programs and areas left to local control.
(http://www.ccfc.ca.gov/programs/impact/impact_qris.html)
- Regional and/or local Environment Rating Scale (ERS) Anchors to train local assessors.
- Regional and/or local Classroom Assessment Scoring System[®] (CLASS[®]) trainers certify CLASS observers.

Ensure Accountability Evidence-Based Practice

Regional Training & Technical Assistance (T&TA) Hubs are designed to support regional efficiencies. For example, counties may choose to fund CLASS® trainers, ERS Anchors, and coaches through the Regional T&TA Hub.

First 5 California (F5CA) Statewide T&TA will support counties and Hubs to develop capacity for rating, monitoring, and implementation evidence-based practices.

Ensure Accountability: Data Systems

Which Data Systems are Useful?

- F5CA is now conducting a Data and Evaluation Survey online to understand current data systems, data systems being considered, and evaluation T&TA needs for participating counties. Please respond to the survey if you were invited!
- F5CA plans to ask data system vendors for demonstrations so that interested counties and Lead Agencies can hear similar information at the same time.

Ensure Accountability: Data Systems

How can Data Systems be Coordinated?

- Coordination may depend on the way Hubs work. For example, will Lead Agencies partner regionally or virtually around data systems?
- Counties are free to consult with each other now about data systems.
- In spring 2016, the IMPACT Evaluation Workgroup and subgroups also may play a role.

Ensure Accountability: Data Systems

What Data are Required by F5CA for IMPACT?

- Only the Common Data Fields File is required to be submitted annually to F5CA. See RFA, Appendix I, for field descriptions.
- Detailed Common Data Fields File description will be provided following survey input from participating counties.

Ensure Accountability: Data Systems

Cost. Who will pay?

- F5CA has reserved \$24 million over the term of First 5 IMPACT to support evaluation, research, and expansion of QRIS databases (RFA, page 35).
- Following future discussions regarding Hubs and review of Phase 2 Action Plans, specific strategies to support local data systems will be developed.



More Questions about First 5 IMPACT?

Please e-mail questions to the First 5 IMPACT Team at F5IMPACT@ccfc.ca.gov.

See the FAQ document on the First 5 Impact webpage at http://www.ccfc.ca.gov/programs/programs_impact.html.